

7.2 The development of Good People

The company is committed to being a part of creating a better society, conducting business with honesty, transparency, and complying with the law by raising awareness for employees to be good citizens of the society. Somboon group has created good practice guidelines to build a strong corporate culture. The company has been working on collecting good deeds hours continuously for its second year with an increased target of 7 hours per person per year. This would help develop the employees to be align with the corporate culture, through cultivating good people and their harmony, which would eventually promote the expression of desired behavior that reflects a person of morality and ethics. This includes sharing and exchanging knowledge with various stakeholders, contributing a service to society.

The company has guidelines for promoting employees to do good deeds in 3 ways as follows:

1. Basic Good Deeds

Blood donation

The company encourages employees to be good citizen, having social responsibility. This can be done through participation in blood donations as organized by the organization and the Thai Red Cross. The company, in collaboration with the Thai Red Cross Society, has provided blood donations for the 20th consecutive year, 4 times a year. In 2019, there were 713 employees, executives, and partners participate in the blood donation activities in the companies. The Thai Red Cross received a total blood volume of 147,700 C. This time, there were number of executives and employees who continuously donated blood according to the criteria and received a commemorative needle from the Thai Red Cross.

Participation in important religious activities

The company encourages harmony within the company through promotion of norms of merit-making by offering alms on religious days such as Asanha Puja Day, Makha Puja Day, Visakha Puja Day, Lent Day, and various other merit making activities as provided by the company. This Increases the channels of doing good for employees to access.

Sharing to create a good society. Whether it is donating money to external organizations Or together with the internal activities of the company



2. Sharing and exchanging knowledge

The sharing and exchanging knowledge divided into 3 ways as follows.



Being a Somboon Learning Academy (SLA) course speaker, this encourages employees to pass on their competencies, experience, and expertise to Internal staff through the SLA curriculum, which will benefit the company's personnel. It also develops the coaching skills among the employees as well.



Knowledge sharing within the organization is an exchange of knowledge and experience transfer. Both formal and informal forms in the knowledge management process. In work-related matters, by recording the knowledge that has been transferred.



Sharing knowledge with stakeholders is another important way for our staffs to share their knowledge, experience, skills, concepts in various forms such as coaching, lecture style, OJT coaching, participation in coaching, mentoring. This would benefit to number of stakeholders in professional areas.

The good deeds hours in sharing knowledge will be counted to the total number of hours for sharing real knowledge.



3. Services activities

Social service activities encourage employees to conduct themselves to benefit the organization, community, society and the nation as volunteers. In order to develop the volunteer spirit of employees with kindness, sacrifice with a public mind, the company encourages to try each employees' own way to create better society to live in. The company places great importance on creating an atmosphere within the organization, which allows all employees to have the opportunity to participate in various social service activities. By developing activities to match the use of their skills to do good and benefit others, the company stipulates the guidelines for social service activities in 4 forms as follows:

Services through the activities of the company of the company.

1) The company promote the development of various activity clubs. This will perform according to the policy "1 Club, 1 Merit Activity" in which the members of each club will use their own abilities according to the operations of the club to benefit others at least 1 activity a year in which employees can participate in activities. Both as a member and not a member.



Good deeds from Somboon Group volunteer club help harmonizing the members of Somboon by the gathering of employees with

volunteer spirit to carry out public service activities. These activities have been carried out continuously for 19 years, with over 300 members. In 2019, there were social club activities as follows:

- Activities for Children's Day with Water Giveaway Activity at the Social Welfare Council
- The 1st CSR activity of public facility improvement at Wat Tan Wandee Charoensuk of bathroom painting and renovation activities
- Public area cleaning activities at Bangchalong Subdistrict Administrative Organization
- Cleaning activities at Kitaphanich Park
- 3 days 2 nights social service activity at Ban Nong Rai School, Nong Rai Subdistrict, Pluak Dong District, Rayong Province,
- Painting and Fencing activities for SLA Rayong Agriculture farming area

In 2019, employees grouped together into various clubs based on their own aptitudes or interests. These groups conducted social service activities by applying skills of members of the club under the company's good deeds principle to create value for the society.

- Road maintenance activities at the Center for Nature Conservation

- Food donation by Food and Beverage club at the canteen at Hom Sin Temple,
- Cleaning activity at by Vipassana Club and Dharm Lanthong Club at the Tan Wandee Charoensuk Temple
- Cleaning activities by Buddha amulets club at the temple at Kasattrathirat temple, Phra Nakhon Si Ayutthaya province,
- Social service painting activity by Takraw football club, badminton, petanque, basketball court

2) Perform service through activities organized by the company Each year the company will determine the service activity plan, communicate and invite all employees to participate in various occasions.

3) Improving the scenery within the company This is another activity that all employees are able to participate in to help improve the company's internal landscape, leading to a good working environment, such as painting the building to clean various areas, planting trees, collecting garbage, separating waste, etc.

4) The external service activities, which are not conducted through the company activities These are another channel of social service activities in which employees can gather to perform service activities or this can be a service activity with a their own family. This may include social service activity organized by an outside organization.

Total hours of doing good work average of all employees

